

METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING  
CUSTOMIZED ADVERTISEMENTS

ABSTRACT OF THE DISCLOSURE

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A method and apparatus providing for the construction of customized  
5 advertisement banners for Web pages on a client computer. The advertisement banners  
are customized based upon various factors including user profile information,  
technographic information, geographic information, demographic information and user  
interaction information. The information being either stored on the user's computer,  
server computers or obtained from the user's interaction with the Web page containing  
10 the advertisement banner. Once specific information is obtained, customized  
advertisement content is selected from Web server computers and the advertisement  
banner is dynamically constructed and displayed on the user's computer.